



# Blood Cancer Awareness Month

Achievements presentation

October 2021

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# **“Let’s Talk About Blood Cancer” campaign**

# Let's Talk About Blood Cancer

September 1-30, 2021

LET'S TALK  
ABOUT  
BLOOD  
CANCER



- This **Blood Cancer Awareness Month**, the MDS Alliance is proud to support the education and awareness of myelodysplastic syndromes, a rare group of blood cancers
- This year, the MDS Alliance is running an interactive 3-part campaign called **Let's talk about blood cancer**:
  - Part 1: Raise general awareness of blood cancers and MDS specifically
  - Part 2: Encourage people to become blood and stem cell donors, with a particular focus on the diversification of these registers
  - Part 3: Educate people on clinical trials and modern blood matching technology





# Campaign highlights and achievements

# Fast facts

Sep 1 - Oct 11

LET'S TALK  
ABOUT  
BLOOD  
CANCER



84 COUNTRIES  
REACHED



3,529 WEBSITE  
PAGE VIEWS



1,650 WEBSITE  
USERS



156 TWITTER  
RETWEETS



293 TWITTER  
LIKES



42 NEW TWITTER  
FOLLOWERS



24 SOCIAL MEDIA  
POSTS

# Twitter

**Sep 1 – Oct 11**

- Overall, the Twitter results are positive, with an increase in impressions of 129%—reaching over 50K!
- We have increased our retweets by 49% but clicks have decreased by a similar amount, showing that our audience prefer to share content on their channels; therefore, for future campaigns, our content will be created for our audience to share, and this will be the recommended call - to action.

Metric	2020	2021	% increase
Total likes	242	293	21
Total shares (retweets)	110	156	49
Total link clicks	49	27	-44
Impressions	22,200	50,800	129

# Top tweets

Sep 1 – Oct 11

1



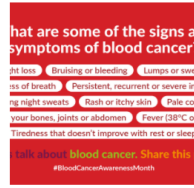
**MDS Alliance @MDSAlliance**

Due to the coronavirus pandemic, there is now a severe shortage of blood products!

To find out if you are eligible and how to donate blood where you are, search for 'blood donation'

[#BloodCancerAwarenessMonth](#)  
[#donateblood](#) [#LetsTalkAboutBloodCancer](#)  
[pic.twitter.com/ZagwYn7eM6](https://pic.twitter.com/ZagwYn7eM6)

2



**MDS Alliance @MDSAlliance**

No matter your age or health status, it is vital you know the possible signs and symptoms of blood cancer. 🧐🎓

Help us teach more people by sharing this post! 📣

[#BloodCancerAwarenessMonth](#)  
[#LetsTalkAboutBloodCancer](#)  
[pic.twitter.com/XWV8jABRWZ](https://pic.twitter.com/XWV8jABRWZ)

3



**MDS Alliance @MDSAlliance**

Throughout September the MDS Alliance is proud to support

[#BloodCancerAwarenessMonth!](#) 🩸

Let us know what you are doing this month to raise awareness of blood cancer, and help us reach as many people as possible by sharing our posts [#LetsTalkAboutBloodCancer](#)

[#MDS](#) [pic.twitter.com/1En3JhxGhh](https://pic.twitter.com/1En3JhxGhh)

Sep 10

18,077 impressions

184 engagements

Sep 2

3,792 impressions

173 engagements

Sep 1

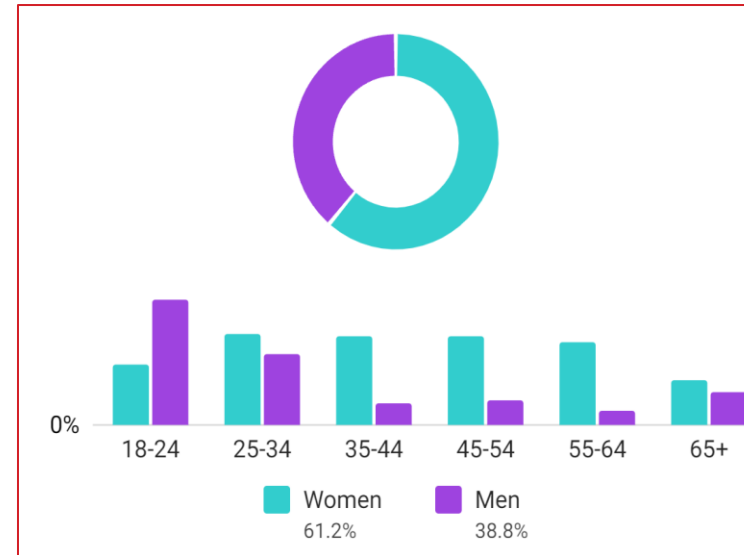
2,925 impressions

125 engagements

# Facebook

Sep 1 – Oct 11

Metric	2020	2021	% increase
Total page likes	221	377	71
Total page followers	232	401	73
Page views	116	120	4
Total page reach	3,634	5,640	114



61.2% of our audience are women

Most men interacting are aged 18-24

Women interacting are all ages

- **Our total page likes and followers continue to increase each year, meaning our content is being seen more widely. The page reach for this year's Blood Cancer Awareness Month campaign increased hugely by 114% compared with 2020.**
- **Currently, 62% of women interacting with our posts are women of all ages, while the men interacting with our posts are mostly aged 18–24. Going forward, we will use this knowledge to target specific messages to these groups, while also including content aimed at those currently interacting less.**

# Top Facebook posts

Sep 1 – Oct 11

1



Aug 26  
478 people reached  
49 engagements

2



Sep 1  
277 people reached  
15 engagements

3



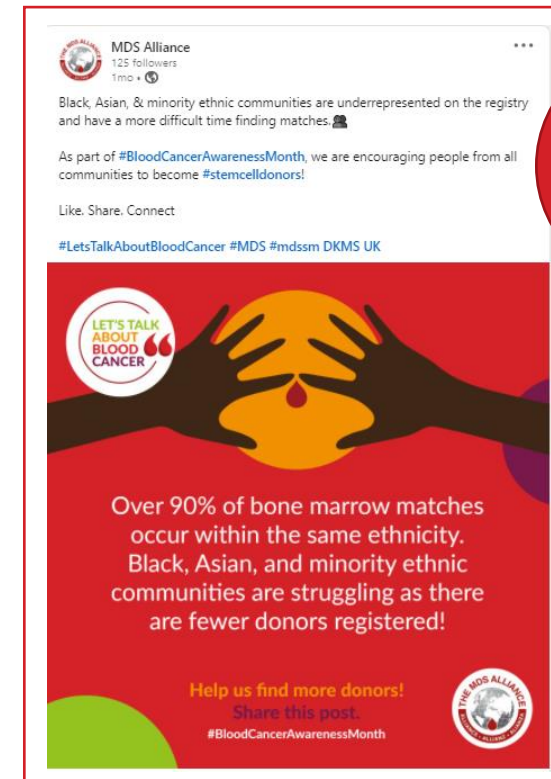
Sep 16  
263 people reached  
20 engagements

# LinkedIn

Sep 1 – Oct 11

Metric	2020	2021	% increase
Page views	52	127	144
Total followers	29	107	267
Impressions	2,030	3,377	66
Reactions	76	139	83

- On LinkedIn, we can see a huge increase in page views, meaning our content is being viewed by more people.
- The number of followers has significantly increased since 2020; we now have a greater audience for our campaigns.
- Additionally, impressions and reactions have also increased significantly, meaning more people are engaging with our posts.

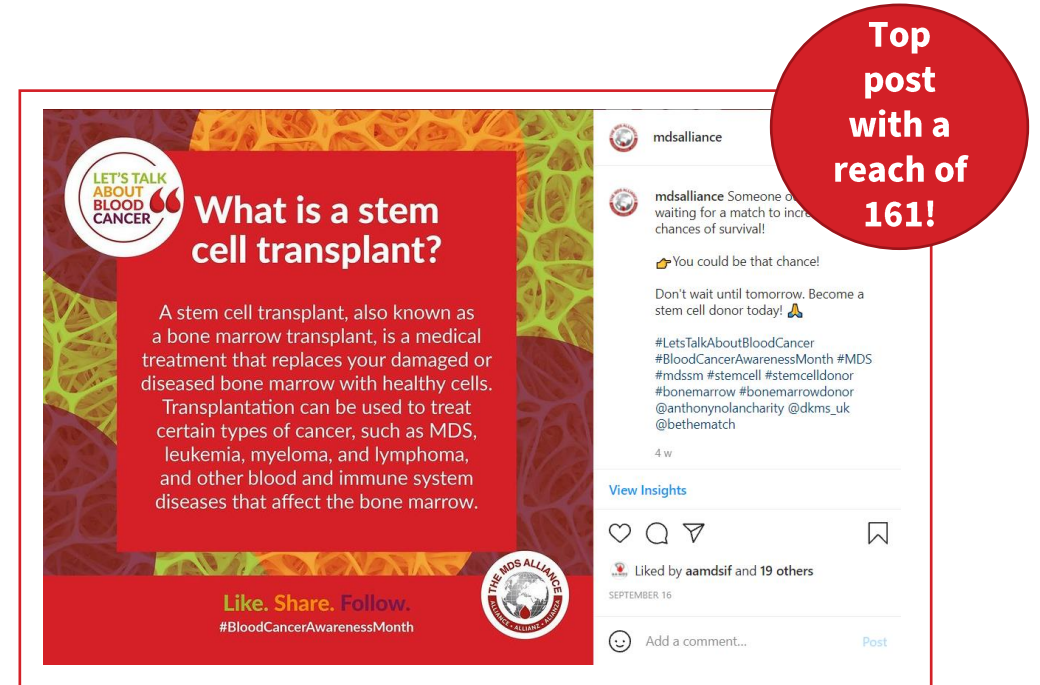


Top post:  
319  
impressions!

# Instagram

Sep 1 – Oct 11

Metric	2020	2021	% increase
Total reach	—	2,912	N/A
Total followers	70	239	241
Post likes	108	427	295
Profile visits	55	164	198



- Our metrics on Instagram show a fantastic increase when compared with 2020. The follower increase means we are able to reach a wider audience, and the increase in post likes and profile visits indicates that people are engaging with our content and are keen to learn more about the MDS Alliance.
- Our most successful post on Instagram featured a call to diversify registers. This powerful message resonates well on Instagram, and we will plan the diversification of registers into our campaigns in the future.

# YouTube and IGTV

Sep 1 – Oct 11

10  
interviews  
were  
recorded

## YouTube

Metric	2021
Total views	173
Watch time	12.7
Impressions	271

Top  
video

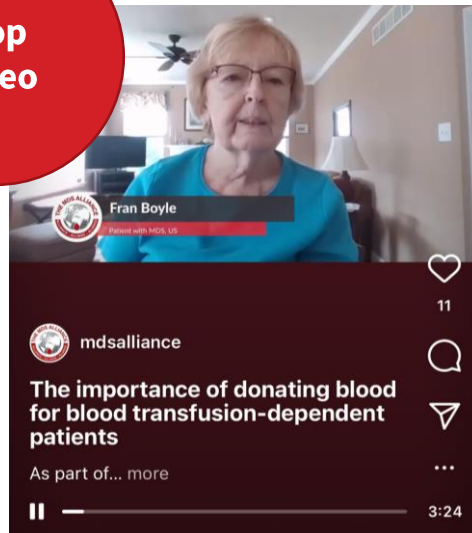


How do blood transfusions help patients with MDS?  
**How do blood transfusions help patients with MDS?**

## IGTV

Metric	2021
Total views	245

Top  
video



The importance of donating blood for blood transfusion-dependent patients  
**The importance of donating blood for blood transfusion-dependent patients**

- Our views across YouTube and IGTV show some interesting insights, with IGTV receiving a higher number of views. This means our audience prefer to watch interviews natively rather than clicking on the YouTube link to watch.
- For future campaigns, we will post the video natively to all social media channels, where possible, as well as uploading to the YouTube channel to drive higher views.

# Website metrics

Sep 1 – Oct 11

Metric	2020	2021	% increase
Users	1,599	1,650	3
Page views	3,496	3,529	1
Countries reached	97	84	-13

Blood Cancer Awareness Month 2021

**Get Involved!**

This Blood Cancer Awareness Month, the MDS Alliance is running an interactive 3-part campaign called 'Let's talk about Blood Cancer.'

- Part 1: Raise general awareness of blood cancers and MDS specifically
- Part 2: Encourage people to become blood and stem cell donors, with a particular focus on the diversification of these registers
- Part 3: Educate people on clinical trials and modern blood matching technology

**1 - Download the Briefing Guide**

Download the Blood Cancer Awareness Month briefing guide below to understand how you can get involved and support the campaign.



Download  
Blood Cancer Awareness  
Month Briefing Guide

**2- Share our Social Media Graphics!**

- Like and share the social media posts on your social channels and tag @MDSAlliance
- If you are not on social media, download, print and take a selfie with our graphics.
- Send your selfies to SES\_MDSA@scientificeducationssupport.com for us to post on your behalf

By sending your photo to SES, you hereby provide permission to SES to publish your photo on the MDSA social channels on your behalf. To share on Instagram you must download the image to your computer, and then share it on Instagram.



- **The website metrics show less of an increase when compared with the social media metrics and remained at a similar level to 2020 numbers. This indicates that people prefer to get involved directly through social media, e.g., through liking and sharing, rather than downloading graphics via the website.**
- **To increase website users in future, we will implement more posts that drive people to the website, as well as encouraging people to share on social media.**



# Thank you

[mds-alliance.org](https://mds-alliance.org)

 Scientific Education Support